AMR presents an unusually authoritative and comprehensive three-day seminar designed to provide up-to-date information on data base and file management systems.
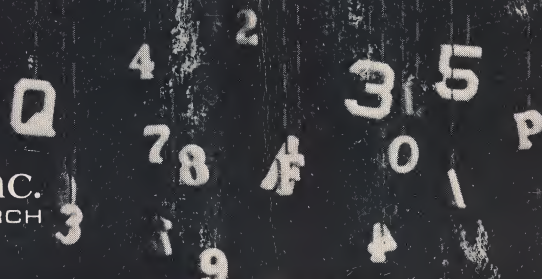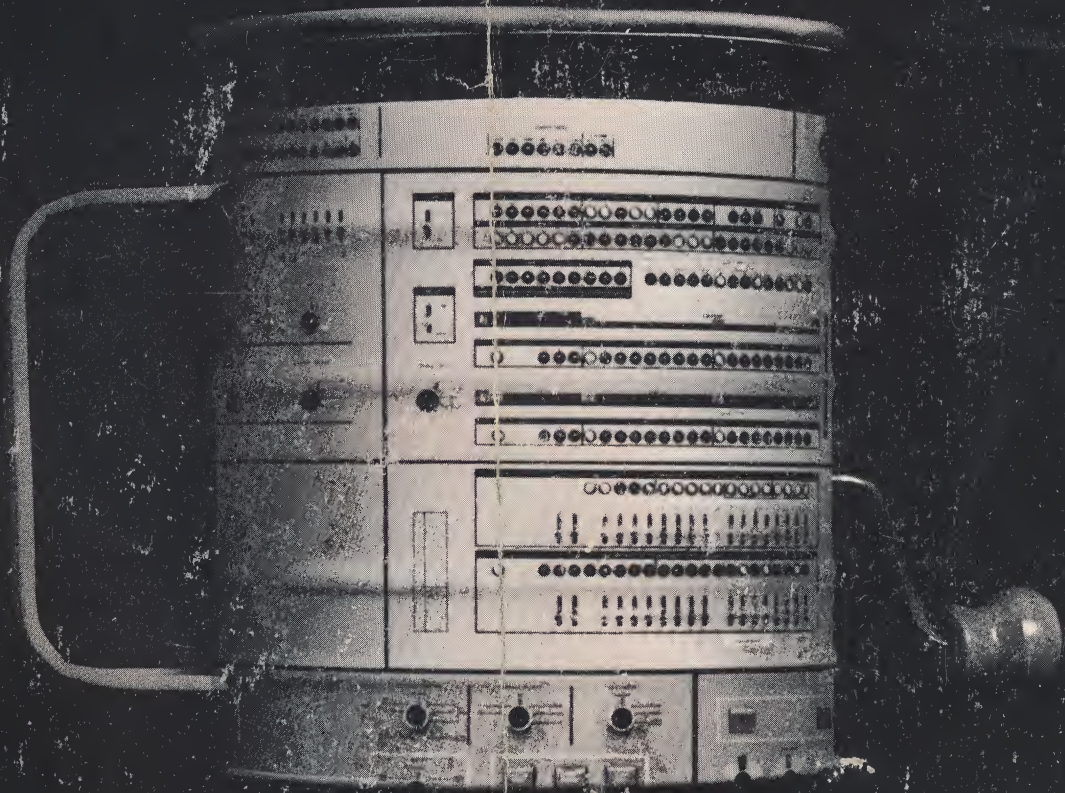
Data Base Design

Washington D.C.—September 27-29

New York—October 27-29

Chicago—November 29-December 1

San Francisco—December 15-17

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ADVANCED MANAGEMENT RESEARCH

Data Base Design

Washington D.C.–September 27-29
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Highly competitive companies are actively researching and developing "Data Base" and "Data Management" systems to provide vitally important information support to management. An effective Data Base system gives your company a powerful resource by providing rapid support of critical decision making, so necessary in today's competitive environment.

This course has been developed to provide you with a superior analysis of the current state of the art of data base development.

Beginning with a brief review of the basic concepts, the course should provide you with an in-depth approach to understanding and using the latest techniques for developing and implementing an effective data base system.

Major areas to be covered include effort and economic justification required, file structure design, evaluation criteria and building increased "life span" into the data base.

The course will be given by computer and management experts who have significant experience in data base construction and management. Attendees will be given time to question and interact with the leaders regarding their own specific problems.

About AMR

AMR is a leading management education organization structured to fill the need for a superior level of management information. It distinguishes itself from other organizations on the basis of objectivity and quality. AMR is an entirely independent educational organization, not affiliated with software, consulting, or any other type firms. To maintain its reputation for excellence, AMR utilizes the services of leading data processing experts, practitioners and researchers. AMR does not use "volunteer" speakers but retains a permanent faculty who continue to upgrade topical material while maintaing professional presentation. All AMR seminars are supported by comprehensive notebooks.

seminar outline

1. **Management's Stake In Data Base Systems**
   - 1.1 New Directions in Managing
     - 1.1.1 Changing competitive & decision-making environment
     - 1.1.2 Management strategies & expanded information requirements
     - 1.1.3 Emerging role of management sciences
   - 1.2 Evolving Computer Potentials
     - 1.2.1 Range of data gathering, retrieval, storage devices
     - 1.2.2 Increased capabilities for integrated systems
     - 1.2.3 Monitoring and "early warning" systems
   - 1.3 Forecast of Future Developments
2. **Utilization of Management/System Resources in Total Design**
   - 2.1 Relating Corporate Objectives & System Design Objectives
   - 2.2 User/Systems "Team" Approach for Optimum Design
   - 2.3 Coordinating Management Needs and Processing/Control Requirements
   - 2.4 Assessing User Requirements
   - 2.5 Modular Design for Flexibility & Growth
   - 2.6 Identifying the "Trade-offs" & Cost/Return Justification
   - 2.7 Forecasting the "Life Span" of Data Base Systems
3. **The Varying Data Base Concepts**
   - 3.1 The "Common" Data Base
   - 3.2 Total Systems Approach vs. Integrated Sub-systems
   - 3.3 Integrated, Linked, Multi-Data Bases
   - 3.4 The Central Information File
   - 3.5 On-line Data—Full vs. Condensed Format
4. **The Data Base Elements**
   - 4.1 Identifying the Data Elements—Internal/External
   - 4.2 Data Element Analysis, Classification
   - 4.3 "Users" Role in Data Element Selection
   - 4.4 Data Capture—Source of Origin vs. Centralized Point of Entry
   - 4.5 The Problem of "Minimal" Data in Existing Records
     - 4.5.1 Availability & retrieval of additional data
     - 4.5.2 Costs & efforts to build from archival records
     - 4.5.3 Entry & validation of additional data
   - 4.6 Expanding the Business Coding Structure to Optimize Information Handling, Processing, Control
   - 4.7 Control & Integrity of the Data Elements

faculty and seminar advisors

Course Director

Richard F. Coleman is President of Applied Computer Technology in San Francisco. Formerly Director of Automation for the U. S. Savings and Loan League, he established their Computer Service Division and developed an industry-wide data base. As Planning Manager of Montgomery Ward, he developed the Planning and Management Information Systems for their expansion program. He has held posts with the University of San Francisco and the University of California and served as staff speaker for the U. of S. F. Management Development Center. Mr. Coleman is co-authoring a book on Data Base and File Structure Design.

Harold Uhrbach, Director of Professional Services with Auerbach Associates, Inc., has devoted 20 years to the related fields of systems analysis and design. Formerly an Advanced Techniques Specialists with General Electric Company, he specialized in the area of data base structure and management. He was also Manager of Applications for CDC and Manager of Computer Applications for Bendix Corporation. Mr. Uhrbach lectures at the New York University Management Institute, where he teaches data-management techniques.

Leo J. Cohen is a nationally prominent author, lecturer, and consultant. He has presented many seminars and courses in operating systems, communications, real-time systems, and on time-sharing and performance evaluation. Mr. Cohen holds a B.S. Degree in Mechanical Engineering, and an A.B. in Math from Lehigh University (with honors). He is a national lecturer for the ACM. He is also the author of the book "Operating Systems Analysis and Design methods.

David P. Grosse is Senior Consultant on The Corporate Staff of International Telephone & Telegraph. He is responsible for advising on monitoring systems and software development for ITT Divisions. Mr. Grosse has had extensive technical experience in Data Base design & software development. He was formerly Manager of Software Development for TWA. Prior to that he held positions of Department Manager with Insurance Data Processing Center, D. P. Project Supervisor with American Express, and Systems Engineer with Honeywell-EDP.

Robert R. Brown is Vice President of Systems Development at Arcata National Corporation. Formerly, Director of Computing and Data Processing of North American Rockwell, where he was responsible for the development of the Information Management System (MS) Project. Dr. Brown's background in computing also includes IBM, Aerospace Corporation, and the U. S. Government.

James B. Fry is a member of the staff of the Department of Industrial Engineering of the University of Michigan. He was previously with the Information Systems Department of the MITRE Corp. Mr. Fry is a member of the CODASYL Systems Committee and was, until recently, project manager of the Data Base/Data Management Project of Share, Inc.

COURSE ADVISORS:

Robert V. Head, Author, Consultant, President, Society for MIS

G. Gregory Smith, Manager, Information Management Division, Advanced Management Research

Dr. William F. Brown, Director, Computer Services, AVCO Corp.

Robert M. Curry, Mgr., Product Configuration Information System, TRW Systems, Inc.

Dennis S. Ward, Manager Technical Direction, Advanced Development Group, Honeywell-EDP.

Mary E. Fuller, Systems Consultant, with URS Data Sciences Company.

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Related AMR Courses

Managing Data Processing Operations
Data and File Security
Techniques of Business Systems Analysis
Sales Forecasting and the Computer
Microfilm Information Systems
Data Base Design
EDP Systems For General Ledger Accounting
Marketing Information Systems
EDP Systems For Accounts Receivable
EDP Systems For Accounts Payable

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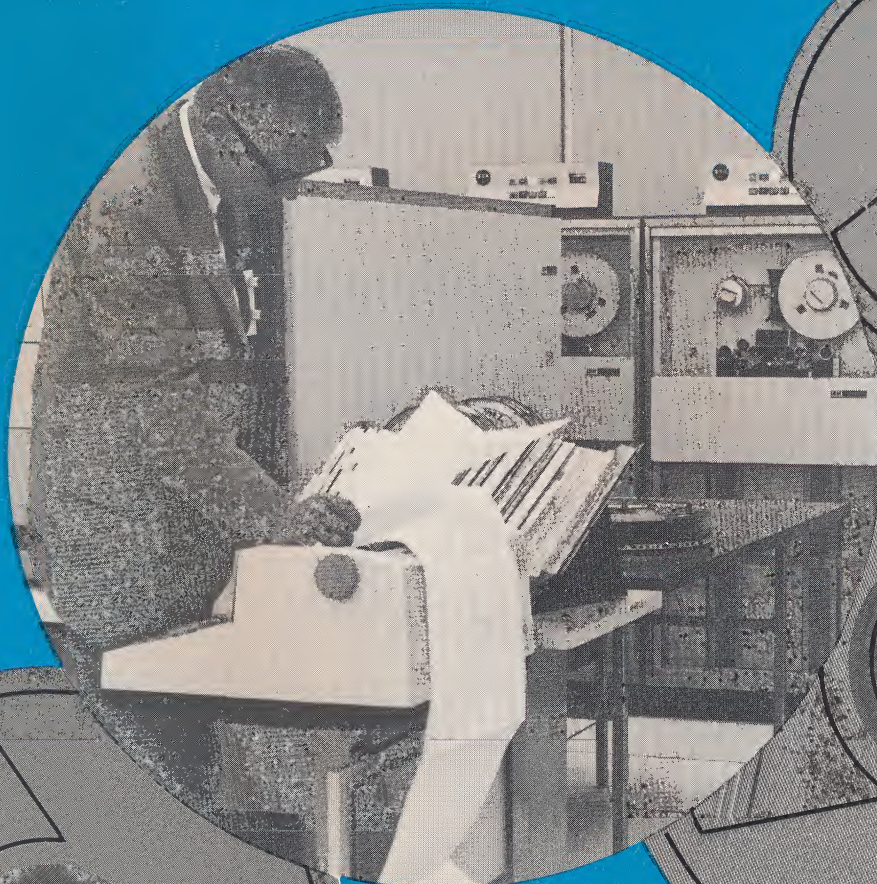
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MANAGING DATA PROCESSING OPERATIONS

WASHINGTON, D.C. — SEPT. 27-28 ● NEW YORK — OCT. 25-27
CHICAGO — NOV. 29 - DEC. 1 ● SAN FRANCISCO — JAN 10-12
SPECIAL MEXICO CITY PROGRAM Nov. 17-19

MANAGING DATA PROCESSING

WASHINGTON — SEPT. 27-28
☐ Key Bridge Marriott
NEW YORK — OCT. 25-27
☐ The Gotham Hotel
MEXICO CITY — NOV. 17-19
☐ El Camino Real Hotel
CHICAGO — NOV. 29-DEC. 1
☐ The Regency Hyatt House
SAN FRANCISCO — JAN. 10-12
☐ The Fairmont Hotel

Data processing managers this year are being pressed for greater efficiencies in operations management. New peripherals, more sophisticated machine configurations are increasing throughout but making the job of scheduling jobs increasingly more complex. Personnel turnover and lack of operator training programs continue to be serious impediments to operating efficiency. This three-day program will confront current problems and review in depth the latest practices, controls and management techniques to provide a functional frame of reference to the operating responsibilities of the data processing manager. The format comprises lecture group discussion, questions and answers and workshops. The subject material will be geared only to contemporary problems facing managers and will emphasize practicalities and realities rather than the conceptual or theoretical.

Seminar Outline

I. DATA PROCESSING ORGANIZATION & POLICIES

A. Types of structure

B. Functional areas and their interrelations —systems, programming, operations, research and development

C. Service relations with corporate users: finance, marketing, purchasing, etc.

D. Developing basic policy in data processing: setting and evaluating departmental objectives

E. Fundamental responsibilities of the data processing manager

F. Long and short range planning policy

II. OPERATIONS PLANNING AND SCHEDULING

A. Setting operating standards
B. Documentation control
C. Input management
D. Job scheduling
E. Machine utilization
F. Operating schedules
G. Priorities
H. Central reporting methods

III. OPERATING CONTROLS

A. Source input controls
B. Daily log and loss time reports
C. Control by exception
D. Tape handling practices
E. Output management
F. Library controls

IV. EQUIPMENT INSTALLATION AND LAYOUT AND MAINTENANCE

A. Equipment planning
B. Layout principals
C. Security and fire protection
D. Facilities management
E. Use of outside services
F. Backup and recovery procedures

Faculty and Seminar Advisors Include:

COURSE DIRECTOR: SY BOSWORTH

SY BOSWORTH is President of a management consulting firm active in computer applications for banking, commerce and industry. He also serves on the faculty of New York University at the Data Processing and Systems Analysis Institute. Formerly, Mr. Bosworth was President of Computer Corporation of America, Abby Electronics Corporation and Alpha Data Processing Corporation. A member of the Data Processing Managers' Association, Mr. Bosworth holds their Certificate in Data Processing. He is also a member of the Association for Computing Machinery and has been granted several patents. Mr. Bosworth is the author of various technical articles and has read papers at conferences of the ACM and the Simulation Council. He has lectured at universities, seminars and symposia throughout the country.

DR. ROBERT W. CARNEY is Professor Management at Georgia Institute of Technology. Lecturer, author and consultant to business on managing and motivating technical personnel; he is listed in the National Directory of Outstanding Speakers.

WILLIAM O. HARDEN is Vice President of Administration and Data Processing for John S. Nuveen & Co., a leading investment firm. He was formerly Vice President of Advanced Computer Techniques and Manager of Data Processing at Union Carbide Corp.

JOSEPH S. DeNATALE is Manager of the Computer Systems Department of AVCO Corporation. Formerly Manager of Analysis and Programming at Pratt & Whitney Aircraft Company, Mr. DeNatale was co-founder of the Greater Boston Chapter of ACM.

FRED J. SVEC is a Management Consultant specializing in Computer Management for the U. S. Army Management Engineering Training Agency. He performs consulting, research and training in management, computer management and operations. He has performed studies in programmer work measurement, computer work scheduling, data systems analysis and computer software and hardware. He has conducted seminars in the U.S., Hawaii, Canada, Japan, and Thailand.

OPERATIONS

ELIZABETH R. ALEXANDER is V.P. of Consulting and Curriculum Development for Consultants Associated Inc., a subsidiary of Edutronics Systems, International. Formerly, she was Coordinator of Data Processing Career Development for the State of California. She has given many seminars in this country and abroad and authored several current published papers on Training and Career Development of Computer Personnel. She is a member of ACM, ASIS, ASTD, and Executive Secretary of ACM SIGCPR.

ROGER D. ARLICH is Director of Information Systems for Purex Corporation. He was formerly a senior consultant, the Manager of Business Information Center for TRW Systems and Supervisor for Manufacturing Systems and Programming for Hughes Aircraft.
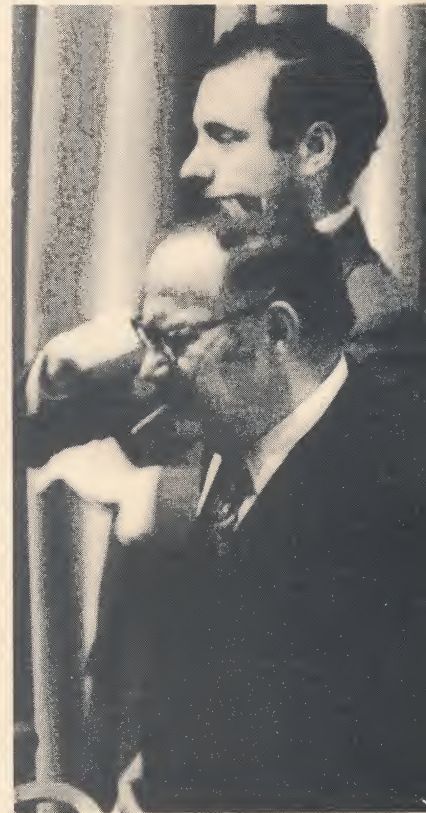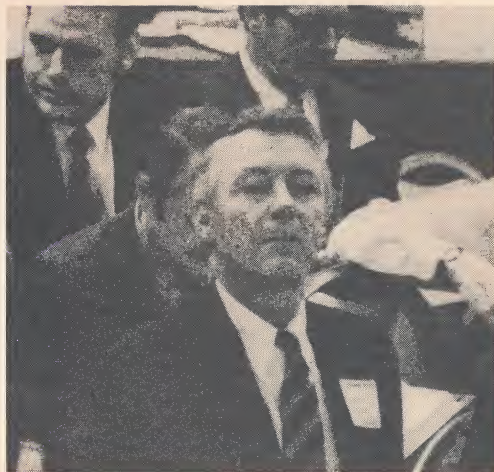
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Data Base Design
EDP Systems For General Ledger Accounting
Marketing Information Systems
Production Planning & Inventory Control
Mini-Computer Briefing

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vol. 2, no. 107 september 6, 1971

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